

**Agenda Item:** I.A.7.**DATE:** July 15, 2004**SUBJECT:** Nashville State Technical Community College, Technical Certificate  
in Entrepreneurship**ACTION RECOMMENDED:** Approval

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**BACKGROUND INFORMATION:** The proposed technical certificate is designed to provide entrepreneur skills to individuals seeking to start, manage, or work in a small business environment. Small businesses open at rapid rates in Middle Tennessee. A list published by the Nashville Business Journal ranks Nashville high for having a climate that is conducive to successful small businesses and Tennessee ranks in the top 10 on the Small Business Survival Index of 2003.

**PROPOSED START-UP DATE:** Upon approval

Commission staff has reviewed this program proposal according to the academic standards adopted by the Commission on November 14, 2002. Each standard is referenced below.

**1.1.20A MISSION:** The proposed program is consistent with the college mission to serve a diverse geographic service area, providing high-quality education and training opportunities.

**1.1.20B CURRICULUM:** The curriculum requires 24 semester hours that will be offered on-line and accessible to a large population. There are no new courses required to implement the proposed program.

<u>Course Name</u>	<u>Credit Hours</u>
Survey Accounting for Small Businesses, or Principles of Accounting I	3
Introduction to Business	3
Entrepreneurship	3
Personal Money Management	3
Principles of Management	3
Marketing	3
Technical electives	<u>6</u>
	24

**1.1.20C ACADEMIC STANDARDS:** Admission, retention and graduation requirements are consistent with the standard requirements for the College.

<b>Projected Program Productivity</b>		
Student Projections	FTE Enrollment	Graduates
Year 1	12	10
Year 2	14	12
Year 3	17	14

**1.1.20D FACULTY:** No additional faculty is required.

**1.1.20E LIBRARY RESOURCES:** No additional library resources are required.

**1.1.20F ADMINISTRATION/ORGANIZATION:** The proposed technical certificate will be administratively housed in the Business and Applied Arts Division.

**1.1.20G SUPPORT RESOURCES:** The Business Management Program Advisory committee has expressed support to establish the proposed certificate and have worked with faculty to structure the curriculum.

**1.1.20H FACILITIES/INSTRUCTIONAL EQUIPMENT:** No additional facilities or instructional equipment are required.

**1.1.20I STUDENT/EMPLOYER DEMAND:** To assess the interest in offering the proposed certificate, all Business Management instructors teaching distance courses surveyed their students in October 2003. The survey was to determine student interest in a technical certificate or a concentration in entrepreneurship. The results of the survey indicated strong support for both. The college opted for the technical certificate to attract adults not currently taking classes. The Tennessee Department of Labor identified working adults as another group likely to have interest in the technical certificate to learn the process of starting or running their own businesses.

**1.1.20J NO UNNECESSARY DUPLICATION:** Although none of the 13 Community Colleges offer a Technical Certificate in Entrepreneurship, five have Small Business Development Centers located on their campuses.

**1.1.20K COOPERATIVE INSTITUTIONS:** None

**1.1.20L DESEGREGATION:** The program will not impede the state's effort to achieve racial diversity.

**1.1.20M ASSESSMENT/EVALUATION AND ACCREDITATION:** The assessment and evaluation process will include placement rate of graduates, student evaluations, feedback from the Program Advisory Committee and a formal program review every five years in association with Performance Funding. The Business Management program at NSCC is accredited by the Association of Collegiate Business Schools and Programs. The Association of Collegiate Business Schools and Programs does not accredit certificate programs, but has been notified of the intent to establish the proposed certificate. Upon approval, SACS will be notified of a substantive change.

**1.1.20N ARTICULATION:** The proposed certificate will articulate with the Business Management A.A.S. and the A.A.S. in General Technology.

**1.1.20O EXTERNAL JUDGMENT** (Graduate Programs): N/A

**1.1.20P COST/BENEFIT/SOURCE:** Middle Tennessee has been identified as an area of the state where small businesses are starting up rapidly. This is an indication that there is a need for the type of training offered in the proposed technical certificate to enhance the success rates among entrepreneurs. Information available from the Nashville Business Journal that ranks Nashville high for having a climate conducive to successful small businesses also lends support for necessary training. No additional funds are required to implement the proposed certificate.

	Year 1	Year 2	Year 3
1. Expenditures	\$0	\$0	\$0
A. One – time:			
New/renovated space			
Equipment			
Library			
Consultants			
Other			
Total for One-time Expenditures	\$0	\$0	\$0
B. Recurring:			
Administration			
Faculty*	\$0	\$2,700	\$4,050
Staff			
Benefits			
Equipment			
Library			
Travel			
Other			
Total for Recurring Expenditures	\$0	\$2,700	\$4,050
<b>TOTAL (A + B)</b>	\$0	\$2,700	\$4,050
2. Revenues			
State appropriations (new, FTE)			
*State appropriations (old)			
Tuition/Fees	\$12,294	\$14,343	\$17,417
Institutional Resources			
Grants/Contracts			
Gifts			
Other (in-kind donations, etc.)			
<b>TOTAL REVENUES</b>	\$12,294	\$14,343	\$17,417

\*Additional sections for courses taught by adjunct faculty

**1.1.30 POST APPROVAL MONITORING:** An annual performance review of the proposed program will be conducted for the three years following approval. The review will be based on goals established in the approved program proposal.